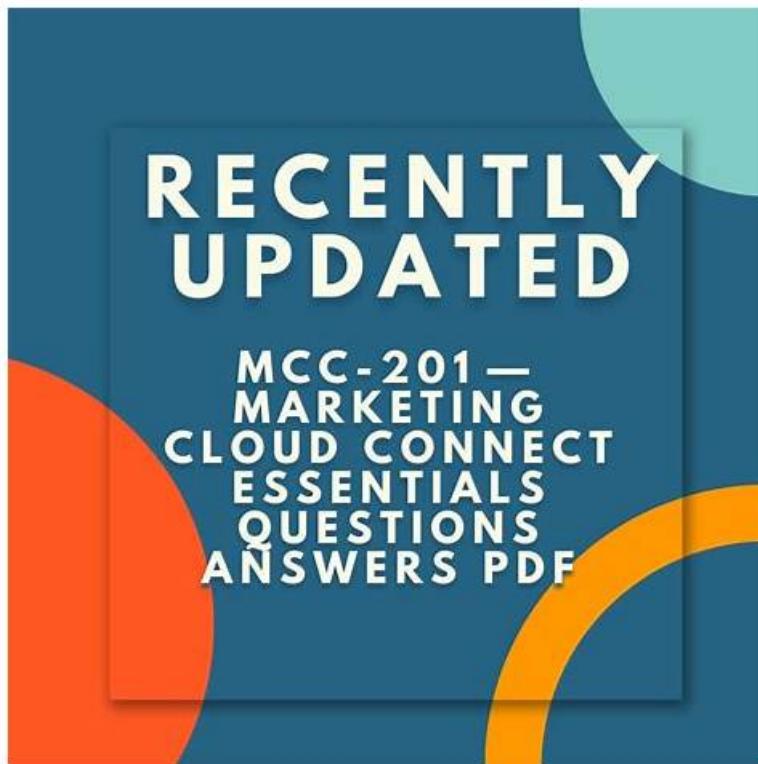


MCC-201 - Perfect Marketing Cloud Connect Essentials Guaranteed Questions Answers



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Salesforce has announced its latest certification exam, the MCC-201: Marketing Cloud Connect Essentials. MCC-201 Exam is designed to test the candidate's knowledge of Marketing Cloud Connect, which is a powerful tool that enables the integration of Salesforce and Marketing Cloud. It is ideal for those who want to demonstrate their expertise in this area and enhance their career opportunities.

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Salesforce Marketing Cloud Connect Essentials Sample Questions (Q132-Q137):

NEW QUESTION # 132

Northern Trail Outfitters wants to know the number of Contacts in their account. This information needs to be emailed to their Chief

Marketing Officer on a weekly basis.
What could be configured to meet this request?

- A. Query the _Subscriber Data View and Extract it weekly
- B. Schedule the Contacts Counts Standard Report
- **C. Configure the Contact Extract Activity in Automation Studio**
- D. Query the _Contact Data View and transfer it weekly

Answer: C

NEW QUESTION # 133

Northern Trail Outfitters is looking to personalize their SMS Messages.
Which data source is supported to personalize messages?

- A. Data Designer Attribute Group
- **B. MobileConnect Demographics**
- C. Population in Contact Builder
- D. Profile Attributes.

Answer: B

NEW QUESTION # 134

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has indicated the following:

- * Emails will be built using a custom dynamic template for these messages.
- * Links will vary over time and across campaigns.
- * Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.
- * Retargeting messages will dynamically populate content based on regional market.

In order for this solution to be viable, which skill set does the customer team need to possess?

- **A. AMPscript**
- B. SQL
- C. SSJS
- D. HTML

Answer: A

NEW QUESTION # 135

An entertainment company is hosting events across the country in different venues. They want to use Contact Builder to feed Journey Builder. Contacts who enter a journey will go through a decision split based on the type of event. The journey will send a series of emails and one of them will contain the venue details dynamically populated with AMPscript.

The company collects the following information:

- *Customer data (email address, first name, last name....)
- *Event registration (email address, event ID, event name, event type, venue ID....)
- *Venue details (venue ID, venue name, venue address....)
- *Payment details (email address, event ID, total paid....)

The company does NOT want to link everything in Contact Builder. Which two data extensions should be incorporated inside Contact Builder? Choose 2 answers

- **A. Customer Data**
- B. Payment Details
- C. Venue Details
- **D. Event Registration**

Answer: A,D

NEW QUESTION # 136

A customer is using Marketing Cloud Connect but not sending tracking back to Sales Cloud. They want to create a Task on Contact and Lead records for follow up when someone has not opened five emails in a row.

Which activities could be used to fulfill this requirement?

- A. API Event Entry, SQL Query Activity, Task Activity
- **B. Scheduled Automation, SQL Query Activity, Data Extension Entry, Task Activity**
- C. Scheduled Automation, Filter Activity, Data Extension Entry, Contact Activity
- D. Salesforce Data Entry, SQL Query Activity, Task Activity

Answer: B

Explanation:

To create a task on Contact and Lead records for follow up when someone has not opened five emails in a row, a scheduled automation can be used to run a SQL query activity that selects the subscribers who meet this criteria from the _Open data view and inserts them into a data extension. The data extension can then be used as an entry source for a journey that has a task activity to create the task in Sales Cloud. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_as_data_view_open.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_jb_task_activity.htm&type=5

NEW QUESTION # 137

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